

WORKING WITH THE NEWS MEDIA

**A RESOURCE GUIDE FOR MILITARY,
CIVILIANS, AND FAMILY MEMBERS.**



*Published by the Ordnance Corps Communications
Coordinator, Command Plans and Operations, U.S. Army
Ordnance Center and Schools.*

Background

President Bush thanks rescue workers at the Pentagon for their persistent efforts as they search for possible survivors Sept. 12.



White House photo by Eric Draper

Dear Mr. Speaker: (Dear Mr. President:)

On the morning of September 11, 2001, terrorists hijacked four U.S. commercial airliners. These terrorists coldly murdered thousands of innocent people on those airliners and on the ground, and deliberately destroyed the towers of the World Trade Center and surrounding buildings and a portion of the Pentagon.

In response to these attacks on our territory, our citizens, and our way of life, I ordered the deployment of various combat-equipped and combat support forces to a number of foreign nations in the Central and Pacific Command areas of operations. In the future, as we act to prevent and deter terrorism, I may find it necessary to order additional forces into these and other areas of the world, including into foreign nations where U.S. Armed Forces are already located.

I have taken these actions pursuant to my constitutional authority to conduct U.S. foreign relations and as Commander in Chief and Chief Executive. It is not now possible to predict the scope and duration of these deployments, and the actions necessary to counter the terrorist threat to the United States. It is likely that the American campaign against terrorism will be a lengthy one.

I am providing this report as part of my efforts to keep the Congress informed, consistent with the War Powers Resolution and Senate Joint Resolution 23, which I signed on September 18, 2001. As you know, officials of my Administration and I have been regularly communicating with the leadership and other Members of Congress about the actions we are taking to respond to the threat of terrorism and we will continue to do so. I appreciate the continuing support of the Congress, including its passage of Senate Joint Resolution 23, in this action to protect the security of the United States of America and its citizens, civilian and military, here and abroad.

Sincerely,

GEORGE W. BUSH

Background

Secretary of Defense Message to Department of Defense Personnel

“On Sept. 24, the president launched the first strike in the global war against terrorism by attacking the financial foundations of terrorist operations around the globe. Today, the United States launched the second.

“As the world knows, U.S. warplanes commenced Operation Enduring Freedom with raids on military targets and terrorist training camps in Afghanistan at approximately 12:30 p.m. Eastern time today. These raids were not a single event or a solitary campaign, but are the first in a sustained and continuous operation to destroy terrorist networks, disrupt terrorist activities and prevent further terrorist atrocities, such as the ones that occurred in the attack on America on Tuesday, Sept. 11.

“Our purpose is to shift the balance of power from the forces of oppression to the forces of freedom. Over time, we intend to deny to terrorists the country of Afghanistan as a base of operations, provide aid to the Afghan people who are the victims of Taliban oppression, and put terrorists everywhere, and all of those who foster and facilitate them, on notice that we will root them out wherever they exist.

“As the president has said, this is not a mission we sought. Rather, it was thrust upon us. We take these actions in self-defense. We take them in deliberate response to the acts of war directed against the American people. We take them after careful planning, to identify sites where terrorists are trained, supported and harbored. To destroy their infrastructure and suppress their ability to threaten us and others and to send a message that the friends of terrorists everywhere are at risk.

“And, we will continue, in conjunction with our friends and allies around the world, to take whatever action is necessary to defend freedom and counter terrorist aggression.

“As the men and women of America’s armed forces, you are the sharp sword of freedom. You fight without pause and without complaint, on foreign seas and in dangerous skies. You voluntarily sacrifice a life of ease and the comfort of your families, so that others may enjoy blessings and benefits of liberty.

“Your task will not be quick. It will not be easy. But your mission is clear, your cause is just, and the hearts and prayers of Americans and people everywhere who long for freedom are with you. To each of you, military and civilian, our gratitude and our prayers.

“You have the full confidence and support of President Bush, our commander-in-chief.

“You also have mine.

“We know you are ready and we know we will prevail.”

Donald H. Rumsfeld

Oct. 7, 2001, at the start of U.S. and coalition air attacks on Taliban-held and terrorist targets in Afghanistan.



Working with the news media



Ever since the events of September 11, 2001, our military forces have been actively involved in efforts to safeguard our installations, posts and stations. They have also been involved in military actions as the pursuit of the terrorists and their organization(s) goes on.

These are actions that affect the entire Army family - military, civilians and family members - and require many changes in everyday life.

One of the changes is increased media attention. The news media serves a very important function in our democracy. And we have a very important story to tell.

There is a very real possibility that you - whether you be a soldier, civilian employee or family member - will be approached by a reporter from the news media. This publication is meant to serve you as a resource guide should you be called upon to work with the news media.

If you have any comments or questions, please feel free to contact the Ordnance Corps Communications Coordinator, Ed Starnes, at (410) 278-2415 (DSN 298-2415) or by email at edward.starnes@ocs.apg.army.mil.



United We Stand

Working with the news media

- * This is a serious situation.
- * If you are approached by a reporter, it's your option to talk to him or her.
- * If you decide to talk to the news media:
 - * Be friendly.
 - * Be honest.
 - * Be yourself.
 - * Stick with what you know (just the facts), don't be afraid to say "I don't know."
 - * Don't say, "No comment!"
- * Always protect classified information.
- * Do not discuss activities beyond your lane, such as political or foreign policy matters.
- * Do not discuss operation capabilities, such as:
 - * Troop strengths.
 - * Exact locations.
 - * Sensitive information.
- * Never lie!
- * Do not answer "What if" questions or render opinions. When you are speaking in uniform or from an installation or post you are viewed by the public as a military spokesman.
- * Everything is on the record (see explanations below).
- * Do not participate in an interview if it will interfere with your mission.
- * Take your time and think before you answer a question, especially if it is a TV or radio reporter taping the interview.
- * If interviewed, answer only one question at a time.
- * Be yourself!!

If you are approached by the news media, call your Post Public Affairs Office for assistance.
(My Post Public Affairs Officer is _____ at _____)
(Fill in the appropriate PAO and phone number for your unit/installation)

It's always on the record!

There are several terms used when discussing interviews with the news media. It is important that you understand these terms and that you understand that *you are always on the record* and that is the only way you should approach an interview.

On-the-record: Everything you say can be published or broadcast, identifying you by name, title, etc.

Background: Everything you say is subject to publication or broadcast, identifying you by whatever ground rules are established, such as "a spouse of...", "a mother of...", "a soldier from...", an employee of...", etc., but not by name.

Deep background: Everything you say is subject to publication or broadcast, identifying you by whatever ground rules are established, but ensuring that your identity is protected. Examples: "A knowledgeable official from...",

"a military source...", or "a reliable source...", etc.

Off-the-record: *DON'T* use this unless your life depends on it! First, reporters don't like to use it. It is only valid if you and the reporter agree in advance of anything that is said off-the-record. You can't say something and retroactively declare or request that it is off-the-record. Assume that the reporter can and will make every attempt to get the same information elsewhere. Since you have already given the information, the reporter will merely use that as ammunition to confirm it with other sources.



Sources for Information



www.tradoc.monroe.army.mil/nobleagle/
Information for commanders, soldiers, family members; message board; up-to-date news.

Army Family Liaison Office "FLO"



www.hqda.army.mil/acsimweb/family/family.htm



www.defenselink.mil/specials/takecare/
News, links to family/soldier support services.



www.armyfamilyteambuilding.org/home.asp



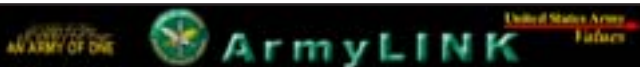
www.defenselink.mil

The latest Department of Defense news, speeches, transcripts of briefings, special reports, photos, etc.



The U.S. Army Ordnance Corps Online

www.goordnance.apg.army.mil



www.dtic.mil/armylink/news/

The latest Army news, releases, special reports, photographs, etc.



Ordnance Corps Association

www.ordnancecorpsassoc.com/

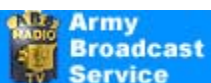


www.tradoc.monroe.army.mil/pao/index.thml

Latest news from the U.S. Army Training and Doctrine Command, links to other news sites, and link to Operation Noble Eagle website.



Soldiers Magazine
www.dtic.mil/soldiers



Army Broadcast News
www.dtic.mil/armylink/abs/



www.forscom.army.mil/pao/default.htm



American Response to Terrorism

www.whitehouse.gov/news/releases/2001/09/resources.html

Major Themes

The War Against Terrorism

Ø Recent military operations are focused on achieving several outcomes:

- To make clear to the Taliban leaders and their supporters that harboring terrorists is unacceptable and carries a price.
- To acquire intelligence to facilitate future operations against al Qaeda and the Taliban regime that harbors the terrorists.
- To develop relationships with groups in Afghanistan that oppose the Taliban regime and the foreign terrorists that they support.
- To make it increasingly difficult for the terrorists to use Afghanistan freely as a base of operation.
- To alter the military balance over time by denying to the Taliban the offensive.
- To provide humanitarian relief to Afghans suffering truly oppressive living conditions under the Taliban regime.

Ø The World Stands United In This Effort

- For the first time, NATO forces will cross the Atlantic to help defend the U.S.
- NATO AWACS surveillance planes with European crews will circle US skies to free up US AWACS for missions elsewhere in the world.
- NATO frigates and destroyers also will deploy to the Mediterranean to assist in US force protection and patrols.

Ø Statement from October 9, 2001 Briefing by Secretary Rumsfeld:

“We stand with the Afghan people who are suffering under the oppressive Taliban regime, and who do not want their nation to be a base from which foreign terrorists wage war on the rest of the world. We thus have a common interest in ridding Afghanistan of this terrorist presence – and those who invite, sustain and support it.”

Visit www.DefendAmerica.mil, the new website devoted solely to bringing you the latest news about the war against terrorism.

Source: Department of
Defense Public Affairs

Command Comments



“As the men and women of America’s armed forces, you are the sharp sword of freedom. You fight without pause and without complaint, on foreign seas and in dangerous skies. You voluntarily sacrifice a life of ease and the comfort of your families, so that others may enjoy blessings and benefits of liberty.”

*Secretary of Defense
Donald Rumsfeld*



“Now the war is not going to be won in a single day, or a single raid or a single event. We are engaged in a campaign against a cowardly enemy. And it will take us a while to root him out. But let there be no question about our resolve, our discipline, our professionalism, our tenacity; and in the end, the result of that war.

“It started at a point of time dictated by the enemy. It will end in a point of time — as the president has said — of our choosing.

“It won’t be easy. But few things that are truly worth doing ever are. This is our challenge: to preserve the freedoms that make America what Abraham Lincoln called the “last best hope on earth.” And I can assure that the civilized people in countries of

the world have united in support of our cause.”

*Secretary of the Army
Thomas E. White*



“Our non-negotiable contract with the American people is to fight and win the nation’s wars, decisively.

“... we expect you to remain trained and ready. Respond quickly and professionally when called.

“Thank you for what you do to make this Army the magnificent Army that it is. Take care of each other. Be safe. God bless each and every one of you. God bless the Army. God bless America.”

*Chief of Staff of the Army
General Eric K. Shinseki*



“If anything, the need for communication is now more important now than ever. People deal with stress differently, but it impacts all of us eventually. The best way to help our people in times like these is simply to talk with them and let them know it’s okay to show emotion, to talk about what they’re feeling and to seek out chaplains, counselors, friends and leaders for help.

“Make sure you and other leaders circulate daily among

our soldiers and employees, find out what assistance is available and let people know that help is theirs for the asking.”

*Sergeant Major of the Army
Jack L. Tilley*



“The past weeks have shown us the burden we bear when we promise to protect and defend our nation. It has

shown us that the enemy can come from anywhere. And it has shown us that we are not immune to attacks in our homeland.

“What we define as normal in our world has changed, but I know that our hard-working team of professional soldiers and civilians will continue to provide exceptional training, support to the field, and diligence in meeting every new challenge.

“Our nation’s military and political leaders have called upon all Americans to band together and to support each other as we face our latest challenge. I have full faith and confidence in the Ordnance Corps team and know that we will continue to provide “Support to the line, On the Line, On Time.

“Go Ordnance.”

*U.S. Army Chief of Ordnance
Major General Mitchell Stevenson*

Security

DO: Observe and report:

* Unusual or suspicious activity or suspected surveillance.

* Unusual questions or requests for information relating to capabilities, limitations or operational information.

* Unusual vehicles operating in or around the installation.

* Unusual phone calls, messages or emails.

* Unusual contacts on or off post.

* Unusual aerial activity near or around installation.

* Any possible compromise of sensitive information.

DO NOT:

* Discuss any aspect of military operations or planning.

* Talk about military capabilities or limitations.

* Discuss force protection measures, capabilities or posture.

* Disclose any information related to unit deployments.

REPORT ANY SUSPICIOUS ACTIVITY IMMEDIATELY TO THE MILITARY POLICE.

IMPORTANT TELEPHONE NUMBERS

(Fill in the appropriate numbers for your unit/ installation)

Military Police

Emergency _____

Routine _____

Fire Department

Emergency _____

Routine _____

Army Community Services

Family Support Group

Unit Commander

Unit CSM/1SG

Childrens' School

Chaplain

Awareness is key!
Everyone is a “sensor”.



Liberty Unites Us

"Great tragedy has come to us, and we are meeting it with the best that is in our country, with courage and concern for others. Because this is America. This is who we are. "

President George W. Bush
September 15, 2001